

PUBLIC FILE

KDND-FM
Sundays, 5:00A-6:00A

PUBLIC FILE

Host: Kat Maudru

Locally produced news and public affairs magazine show featuring in-depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.

PUBLIC FILE
ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

ISSUES / PROGRAMS LIST

EDUCATION

Issue: Volunteerism
Program: Public File
Date: April 1, 2001
Time: 5:00A-5:30A

Description: For more than 50 years, the Junior League of Sacramento has established itself as an organization known for actively responding to the critical needs of the community. The Junior League of Sacramento is an organization of women committed to promoting volunteerism, developing the potential of women and to improving communities through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The group's focus area is self-esteem building and mentoring of children. Its members have answered the call time and time again with much needed funds and volunteers hours to improve the lives of people in their community. The League is made up of diverse women - professionals, homemakers and community and civic leaders - all focused on a common goal of serving the community. By training women to become active volunteers in the community, the Junior League has become an integral part of the non-profit sector.

Issue: Animal Rights & Welfare
Program: Public File
Date: April 1, 2001
Time: 5:30A-6:00A

Description: PAWS was founded in 1985 and is the only animal welfare society dedicated to the rescue of performing and exotic animals from cruel confinement and performances of pain. Among their greatest concerns are the treatment of animals in circuses, animal acts, animals in television and movies, the problem of excessive captive breeding, inadequate standards for captive wildlife and exotic animal trade. PAWS investigates reports of abused performing and exotic animals, documents the cruelty and befriends the animals. Animals are rescued through intervention and legislation. In addition, PAWS shelters rescued animals on a 30 acre sanctuary. The organization strengthens laws on animals' behalf, helping, for example, to convince the California Legislature to ban ownership of wild animals and require permits to restrict their breeding. PAWS also educates the entertainment industry, legislators and the general public in humane animal training and treatment. Through publicity, more and more actively concerned individuals are able to work together to protect and save animals.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: State Park Preservation
Program: Public File
Date: April 8, 2001
Time: 5:00A-5:30A

Description: The California State Parks Foundation is a non-profit, membership organization founded in 1969 to help protect and enhance California's 266 State Parks. Since its inception, the Foundation has contributed over \$98 million in land, funds and artifacts to State Parks. For the past three years, the Foundation has undertaken a massive, statewide environmental effort to restore and improve state parks and beaches, community parks and school grounds. The Foundation's Earth Day 2001 restoration and clean-up will take place at 45 sites throughout the state including Folsom State Historic Park. The program represents the largest and most comprehensive of activities surrounding Earth Day nationally. It encourages Californians to provide hands-on volunteer assistance for community projects that make a visible difference for the environment. There is currently a half billion dollar backlog in park maintenance and improvement projects at state parks. Since 1998, 25,000 volunteers have worked with the California State Parks Foundation on improvements at 222 locations, helping parks complete long overdue repair and maintenance projects.

Issue: Public Health
Program: Public File
Date: April 8, 2001
Time: 5:30A-6:00A

Description: The Sacramento County Department of Health & Human Services delivers health, social and mental health services to the Sacramento community. They direct resources toward creative strategies and programs which prevent problems, improve well-being, and increase access to services for individuals and families. They seek to develop and maintain programs which reflect community diversity and are the most responsive and cost effective. Health issues discussed included bats and rabies, protecting children from lead, smoking related diseases, second hand smoke, sexually transmitted diseases, tuberculosis, poison prevention, proper car seat usage, immunizations, dental health, domestic violence prevention, senior health, and the recent problem of meningitis deaths at several local high schools.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **Scottish Games**
Program: Public File
Date: April 15, 2001
Time: 5:00A-5:30A

Description: The 125th anniversary Sacramento Valley Scottish Games & Gathering features the finest in traditional Scottish competitions, including piping, drumming, athletics, and Highland dance. This long standing cultural event celebrates and shares a rich and historic heritage in a manner that is both entertaining and educational, offering a unique opportunity to share traditions and activities from another part of the world. The games are put on by the Caledonian Club of Sacramento, a non-profit organization formed to preserve Scottish heritage. Club membership is open to anyone of Scottish birth or descent, their kin, and to any person interested in the rich and historic traditions of Scotland. Scots have had a long and proud tradition in Northern California. The Caledonian Club of Sacramento was organized in 1876 and was the second Scottish Club established in California. They seek to bring together people of Scottish descent, practice and preserve Scottish traditions, perform local charitable works, and educate the public about Scottish traditions and heritage.

Issue: **Earth Day**
Program: Public File
Date: April 15, 2001
Time: 5:30A-6:00A

Description: The Earth Day 2001 celebration at CSUS is an event full of activities and celebrations to promote environmental education, empowerment and calls to action. Earth Day is about awareness of how we live with the earth and each other. Human activities have global effects. We are changing the climate, triggering an epidemic of species extinctions, creating holes in the ozone layer, consuming beyond the world's carrying capacity and maintaining an arsenal of nuclear weapons capable of causing more destruction than multiple asteroid collisions. Awareness through Earth Day efforts have created a national environmental agenda for the United States. In 1970, for example, Earth Day generated widespread public support that led to swift enactment of the Clean Air Act, Clean Water Act, Endangered Species Act, and creation of the Environmental Protection Agency. Highlights of the Earth Day 2001 Celebration include educational booths and displays, environmentally-oriented crafts, speakers, composting demonstrations, wildlife education, organic farmers and sustainable agriculture experts.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: Immunizations
Program: Public File
Date: April 22, 2001
Time: 5:30A-6:00A

Description: "Don't Wait To Vaccinate" is the theme of the first of two four-county regional shot drives happening in El Dorado, Placer, Sacramento, and Yolo counties. Children 0-18 years of age can receive free or low-cost shots at clinics in the four counties. From 1996 to 2000, the campaign has resulted in a 16% increase in immunizations given to children in the area. The goal of this public awareness campaign is to increase the immunization rate among infants and toddlers by educating parents about the importance of childhood vaccinations. According to the California Department of Health & Human Services, over 30% of the valley's 2 year old toddlers were not fully immunized in 1999. Children are needlessly suffering from vaccine preventable disease because of this low immunization rate. Immunization prevents 12 serious infections that can cause disease, disability and death.

Issue: Children's Rights
Program: Public File
Date: May 13, 2001
Time: 5:30A-6:00A

Description: Free The Children is dedicated to eliminating the exploitation of children around the world, by encouraging youth to volunteer in, as well as to create programs and activities that relieve the plight of underprivileged children. The organization has two main purposes: to free children from poverty, exploitation and abuse and to give children a voice, leadership training and opportunities to take action on issues which affect them from a local to an international level. Free The Children believes that all children have the right to full intellectual, physical, emotional and social development. Included in these basic human rights are the right and the responsibility to participate in finding solutions to problems affecting them and other children around the world. Over a period of four years, Free The Children has grown into an international children's organization active in more than 20 countries. Over 100,000 children have participated in their campaigns and activities, which have included educating freed child laborers in India, distributing healthcare kits to Balkan refugees, building a rescue home for children who have been kidnaped and used as camel jockeys, beggars and drug carriers in Persian Gulf countries, assisting in negotiating a representative to Saudi Arabia to negotiate the release of enslaved children, and purchasing a bus for Prema Center, which helps children rescued from the sex trade in the Philippines.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: Recreation
Program: Public File
Date: May 27, 2001
Time: 5:00A-5:30A

Description: California State Parks provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high quality outdoor recreation. The California Department of Parks & Recreation manages more than 260 park units, which contain the finest and most diverse collection of natural, cultural and recreational resources to be found within California, and the largest of any state agency in the nation. State parks units cover 1.3 million acres, including underwater preserves, reserves and parks; redwood, rhododendron and wildlife reserves; state beaches, recreation areas, wilderness areas and reservoirs; state historic parks, museums, visitor centers, cultural reserves, lighthouses, ghost towns and off-highway vehicle parks. The guests discussed a 50% fee drop at State Parks over last year's prices. The department has also passed the largest state parks bond in US history to provide for the acquisition, improvement, restoration and development of state and local parks.

Issue: Animal Cruelty Prevention
Program: Public File
Date: May 27, 2001
Time: 5:30A-6:00A

Description: The Sacramento SPCA was established in 1849 and is dedicated to ensuring the humane treatment of all animals in the Sacramento area, providing a safe and nurturing environment for unwanted, abandoned and mistreated pets until they can be permanently placed into loving homes. Through proactive intervention, public education and community outreach, the SPCA seeks to promote respect for all life by breaking the cycle of abuse, neglect and pet overpopulation in our communities. Programs provided include low cost spaying and neutering, animal adoption and surrender service, mobile adoption services, animal abuse/neglect investigation, 24 hour animal rescue service, lost and found services, a wildlife shelter program, a humane education speakers bureau for schools and community groups, and the "Love On Loan" senior/pet therapy visits to senior citizen rest homes. Volunteers are crucial to the various programs' success. The SPCA discourages giving pets as gifts and suggests instead a gift certificate to come and choose their own pet. An upcoming event, the 8th Annual Doggy Dash involves 1,000 participants as they walk or run with their canine companions. All proceeds benefit the Sacramento SPCA and shelter animals.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: Conservation / Youth Employment
Program: Public File
Date: June 3, 2001
Time: 5:30A-6:00A

Description: The California Conservation Corps, or CCC, is an innovative state agency with a dual mission: the employment and development of youth and the protection and enhancement of the state's natural resources. Celebrating its 25th year, the CCC has been the model for youth corps programs on the local, state and national levels. Since its inception more than 70,000 young men and women have participated in the CCC. Special programs include oil recycling, back country trails, energy conservation programs, the weatherization programs. Along with its day-to-day conservation work, the CCC has become known as one of California's premier emergency response forces. When floods, fires, oil spills or earthquakes occur, the Corps can provide assistance within hours. As a work ethic program, the CCC focuses on the development of good work habits, including teamwork, punctuality and self discipline. For Corps members without a high school diploma, adult education and GED courses are offered. Corp members are paid minimum wage and can earn pay increases and bonuses.

Issue: California History
Program: Public File
Date: June 24, 2001
Time: 5:00A-5:30A

Description: The Old Sierra Pioneer Camp re-enacts the pioneer days of the 1850's on 80 acres of land in the Wheatland area. Classes of children, usually around the age of 10 or 11, are immersed in California history, dressing and living, eating and working as the pioneers did 150 years ago. The guests believe that children not only learn about how settlers came to California and about the hardships they endured, but also about how children behaved in the 1850's. The respect shown to elders through words and action are absent in this day and age, but children at pioneer camp are required to speak and act respectfully to adults and to their peers. Along with school children, the camp has also been host to at-risk groups of children some of whom for the first time are required to speak respectfully to adults if they wish to participate in the program. Children spend up to a week living 150 years in the past.

ISSUES / PROGRAMS LIST

ECONOMY

Issue: State Park Preservation
Program: Public File
Date: April 8, 2001
Time: 5:00A-5:30A

Description: The California State Parks Foundation is a non-profit, membership organization founded in 1969 to help protect and enhance California's 266 State Parks. Since its inception, the Foundation has contributed over \$98 million in land, funds and artifacts to State Parks. For the past three years, the Foundation has undertaken a massive, statewide environmental effort to restore and improve state parks and beaches, community parks and school grounds. The Foundation's Earth Day 2001 restoration and clean-up will take place at 45 sites throughout the state including Folsom State Historic Park. The program represents the largest and most comprehensive of activities surrounding Earth Day nationally. It encourages Californians to provide hands-on volunteer assistance for community projects that make a visible difference for the environment. There is currently a half billion dollar backlog in park maintenance and improvement projects at state parks. Since 1998, 25,000 volunteers have worked with the California State Parks Foundation on improvements at 222 locations, helping parks complete long overdue repair and maintenance projects.

Issue: Agriculture
Program: Public File
Date: April 29, 2001
Time: 5:00A-5:30A

Description: Agriculture continues to be the largest industry in California, providing a huge percentage of the country's produce. Issues such as water distribution, construction, environmental barriers and energy shortages, however, are making it more difficult for farmers to make any sort of profit. With the threat of rolling blackouts looming here in California, the possibility of not being able to water plants at a crucial time could ruin an entire crop. For over a decade, a battle as been waged over water rights in California, the most important agricultural state in the world. Many feel that agriculture uses too much of the state's water; farmers argue that if we wear cotton, eat produce or meat, the consumer, not the farmer is using the water. Biotechnology was also discussed. As the population grows and the amount of farmable land shrinks, biotech produce will allow farmers to grow more food on less land, use less water, use few pesticides and produce better tasting fruits and vegetables packed with more nutrients and vitamins. Another topic that was discussed was the epidemic of obese children, and the need to kids as well as adults to change their diets and eat 5 servings of fruits and vegetables a day.

ISSUES / PROGRAMS LIST

ECONOMY (Cont'd)

Issue: **Solar Cooking**
Program: Public File
Date: April 29, 2001
Time: 5:30A-6:00A

Description: Since 1987, Solar Cookers International has existed in Sacramento. SCI is a non-profit organization spreading solar cooking technology to areas of the world where it is most needed. In areas where people have always cooked with wood, there is now serious deforestation and associated problems. Women must spend days searching and carrying firewood simply to cook meals. There is, however, no lack of sunshine and with CSI's help, these women and men learn to build solar cookers, a simple technology that has a profound effect on their lives and the environment. Solar cookers can be used in any location with sun and needs no electricity, gas or fire. Unlike an oven, solar cookers do not add heat to the kitchen. There is no worry about one's home burning down, and the food can be left unattended for hours without the feat of overcooking or burning. They are real ovens and will cook most anything as well as sterilize water. Locally, with California's energy shortage, solar cooking is an easy, excellent option for preparing meals without using any electricity.

Issue: **Positive Attitude for Positive Results**
Program: Public File
Date: May 6, 2001
Time: 5:00A-5:30A

Description: The guest's company works with large and small companies on strategic planning, conflict resolution, corporate relations, and business development. Long term business success is based on individuals' performance - helping people change their behavior and capitalize on their strengths. His book teaches how to dramatically change one's life for the better by making simple substitutions for the words one uses most often. The book is a tool to change people's attitude from negative to positive, from pessimistic to optimistic, from self-defeating to succeeding. The guest maintains that optimism is a very powerful state of mind that can have a significant impact on health, personal relationships, productivity and business success. People with know-how and exceptional relationship skills become exceptional performers - leading and motivating others, building strong business relationships, and mentoring and coaching others to succeed at the highest levels. The guest believes that everyone comes equipped with the basic skill to get by in life and on the job, but to succeed in today's fast paced competitive environment, people need to tune up their personal skills to the highest standards and reap greater rewards.

ISSUES / PROGRAMS LIST

ECONOMY (Cont'd)

Issue: **Diabetes**
Program: Public File
Date: May 20, 2001
Time: 5:00A-5:30A

Description: More than 16 million Americans suffer from diabetes and its life threatening complications. The human and economic toll of diabetes is staggeringly claiming more than 180,000 lives each year and costing our nation close to \$100 billion annually. Diabetes is the nation's 6th deadliest disease, killing more Americans than AIDS and breast cancer combined. The disease can lead to blindness, heart disease, stroke, kidney failure and amputations. The American Diabetes Association is the nation's leading health organization supporting diabetes research and public education. The mission of the organization is to prevent and cure diabetes, and to improve the lives of all people affected by diabetes. The organization funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health care professionals and the public, and advocates for scientific research and for the rights of people with diabetes. 20,000 participants nationwide will enjoy the fun and challenge of riding with the American Diabetes Association in their Tour de Cure fund raiser which raises the awareness of the importance of exercise to preventing some types of diabetes and helping to manage other type, while also raising funds to pay for programs to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Issue: **Recreation**
Program: Public File
Date: May 27, 2001
Time: 5:00A-5:30A

Description: California State Parks provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high quality outdoor recreation. The California Department of Parks & Recreation manages more than 260 park units, which contain the finest and most diverse collection of natural, cultural and recreational resources to be found within California, and the largest of any state agency in the nation. State parks units cover 1.3 million acres, including underwater preserves, reserves and parks; redwood, rhododendron and wildlife reserves; state beaches, recreation areas, wilderness areas and reservoirs; state historic parks, museums, visitor centers, cultural reserves, lighthouses, ghost towns and off-highway vehicle parks. The guests discussed a 50% fee drop at State Parks over last year's prices. The department has also passed the largest state parks bond in US history to provide for the acquisition, improvement, restoration and development of state and local parks.

ISSUES / PROGRAMS LIST

GOVERNMENT

Issue: **Animal Rights & Welfare**
Program: Public File
Date: April 1, 2001
Time: 5:30A-6:00A

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GOVERNMENT (Cont'd)

Issue: **Public Health**
Program: Public File
Date: April 8, 2001
Time: 5:30A-6:00A

Description: The Sacramento County Department of Health & Human Services delivers health, social and mental health services to the Sacramento community. They direct resources toward creative strategies and programs which prevent problems, improve well-being, and increase access to services for individuals and families. They seek to develop and maintain programs which reflect community diversity and are the most responsive and cost effective. Health issues discussed included bats and rabies, protecting children from lead, smoking related diseases, second hand smoke, sexually transmitted diseases, tuberculosis, poison prevention, proper car seat usage, immunizations, dental health, domestic violence prevention, senior health, and the recent problem of meningitis deaths at several local high schools.

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ISSUES / PROGRAMS LIST

GOVERNMENT (Cont'd)

Issue: **Agriculture**
Program: Public File
Date: April 29, 2001
Time: 5:00A-5:30A

Description: Agriculture continues to be the largest industry in California, providing a huge percentage of the country's produce. Issues such as water distribution, construction, environmental barriers and energy shortages, however, are making it more difficult for farmers to make any sort of profit. With the threat of rolling blackouts looming here in California, the possibility of not being able to water plants at a crucial time could ruin an entire crop. For over a decade, a battle has been waged over water rights in California, the most important agricultural state in the world. Many feel that agriculture uses too much of the state's water; farmers argue that if we wear cotton, eat produce or meat, the consumer, not the farmer is using the water. Biotechnology was also discussed. As the population grows and the amount of farmable land shrinks, biotech produce will allow farmers to grow more food on less land, use less water, use few pesticides and produce better tasting fruits and vegetables packed with more nutrients and vitamins. Another topic that was discussed was the epidemic of obese children, and the need to kids as well as adults to change their diets and eat 5 servings of fruits and vegetables a day.

Issue: **Children's Rights**
Program: Public File
Date: May 13, 2001
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Description: Free The Children is dedicated to eliminating the exploitation of children around the world, by encouraging youth to volunteer in, as well as to create programs and activities that relieve the plight of underprivileged children. The organization has two main purposes: to free children from poverty, exploitation and abuse and to give children a voice, leadership training and opportunities to take action on issues which affect them from a local to an international level. Free The Children believes that all children have the right to full intellectual, physical, emotional and social development. Included in these basic human rights are the right and the responsibility to participate in finding solutions to problems affecting them and other children around the world. Over a period of four years, Free The Children has grown into an international children's organization active in more than 20 countries. Over 100,000 children have participated in their campaigns and activities, which have included educating freed child laborers in India, distributing healthcare kits to Balkan refugees, building a rescue home for children who have been kidnaped and used as camel jockeys, beggars and drug carriers in Persian Gulf countries, assisting in negotiating a representative to Saudi Arabia to negotiate the release of enslaved children, and purchasing a bus for Preda Center, which helps children rescued from the sex trade in the Philippines.

ISSUES / PROGRAMS LIST

GOVERNMENT (Cont'd)

Issue: Boating Safety
Program: Public File
Date: May 20, 2001
Time: 5:30A-6:00A

Description: National Safe Boating Week is May 19th - 25th. California ranks second nationally in the number of registered vessels. As crowded waterways lead to an increased chance of accidents, it is not surprising that California also ranks second in the number of boating accidents. The California Department of Boating & Waterways administers many programs to provide for boating safety on the state's waterways. Their current campaign encourages listeners to "Boat Smart From The Start". The guests discussed a new life jacket law, where children under the age of 12 are now required to wear a US Coast Guard approved properly fitting life jacket with riding in a boat less than 26 feet long. Safety tips that were discussed included taking a boating class and knowing the boating rules of the road, not overloading the boat, avoiding drinking alcohol while boating, checking the weather before heading, filing a "float plan", knowing where safety gear is on the boat and knowing how to use it, and keeping California's waters beautiful and clean.

Issue: Recreation
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GOVERNMENT (Cont'd)

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Issue: Elderly Abuse in Nursing Homes
Program: Public File
Date: June 24, 2001
Time: 5:30A-6:00A

Description: The quality of care for residents in California's \$5.2 billion nursing home industry is among the worst in the nation. Low pay and inadequate benefits are forcing experienced care givers to leave their nursing home jobs, resulting in severe under staffing and patient neglect. A federal government analysis finds that in a single year, a total of 3,113 residents died in 971 California nursing homes from malnutrition, dehydration and other preventable conditions. In 1999, 88% of all nursing homes in the Sacramento area were cited for resident care violations that caused actual harm or had the potential to harm residents. The median staffing level in Sacramento area nursing homes was found to be 30% below the safe staffing standard of 4.13 hours per resident per day recommended by the National Citizens Coalition for Nursing Home Reform. AB1075 is a bill that would mandate adequate minimum staffing levels. It would phase in requirements for nursing homes to provide one certified nurse assistant for every 5 residents during the day, one for every 10 residents in the evening and one for every 15 overnight. In addition, the bill would make staffing levels easy to understand and enforce.

ISSUES / PROGRAMS LIST

HEALTH

Issue: Public Health
Program: Public File
Date: April 8, 2001
Time: 5:30A-6:00A

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ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Agriculture**
Program: Public File
Date: April 29, 2001
Time: 5:00A-5:30A

Description: Agriculture continues to be the largest industry in California, providing a huge percentage of the country's produce. Issues such as water distribution, construction, environmental barriers and energy shortages, however, are making it more difficult for farmers to make any sort of profit. With the threat of rolling blackouts looming here in California, the possibility of not being able to water plants at a crucial time could ruin an entire crop. For over a decade, a battle as been waged over water rights in California, the most important agricultural state in the world. Many feel that agriculture uses too much of the state's water; farmers argue that if we wear cotton, eat produce or meat, the consumer, not the farmer is using the water. Biotechnology was also discussed. As the population grows and the amount of farmable land shrinks, biotech produce will allow farmers to grow more food on less land, use less water, use few pesticides and produce better tasting fruits and vegetables packed with more nutrients and vitamins. Another topic that was discussed was the epidemic of obese children, and the need to kids as well as adults to change their diets and eat 5 servings of fruits and vegetables a day.

Issue: **Positive Attitude for Positive Results**
Program: Public File
Date: May 6, 2001
Time: 5:00A-5:30A

Description: The guest's company works with large and small companies on strategic planning, conflict resolution, corporate relations, and business development. Long term business success is based on individuals' performance - helping people change their behavior and capitalize on their strengths. His book teaches how to dramatically change one's life for the better by making simple substitutions for the words one uses most often. The book is a tool to change people's attitude from negative to positive, from pessimistic to optimistic, from self-defeating to succeeding. The guest maintains that optimism is a very powerful state of mind that can have a significant impact on health, personal relationships, productivity and business success. People with know-how and exceptional relationship skills become exceptional performers - leading and motivating others, building strong business relationships, and mentoring and coaching others to succeed at the highest levels. The guest believes that everyone comes equipped with the basic skill to get by in life and on the job, but to succeed in today's fast paced competitive environment, people need to tune up their personal skills to the highest standards and reap greater rewards.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: Breast Cancer / Race For The Cure
Program: Public File
Date: May 6, 2001
Time: 5:30A-6:00A

Description: More than 10,000 local residents are expected to participate in this year's Susan G. Komen Foundation's Sacramento Valley Affiliate's Race For The Cure. The Susan G. Komen breast cancer foundation is the nation's leading catalyst in the fight against breast cancer and has an affiliate network of more than 70,000 volunteers. Breast cancer is the most common form of cancer in women in the United States. One out of nine women will develop breast cancer in her lifetime. Both the cause and the means for its cure remain undiscovered. Its incidence increases with age, rising sharply after age 40. Breast cancer can, however, be detected at an early, treatable stage in women age 40 and older. There are more than 2 million breast cancer survivors in American today. The Susan G. Komen Foundation's mission is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

Issue: Alzheimer's Disease
Program: Public File
Date: May 13, 2001
Time: 5:00A-5:30A

Description: Alzheimer's disease is a progressive, degenerative disease of the brain and the most common form of dementia, affecting one out of ten people at age 65 and almost one out of two people by age 85. The illness robs its victims of their memories and ultimately their lives, and also has a devastating effect on many of the family members who care for them. There are 4,000,000 people nationwide now living with this disease. 36,000 of those individuals are here in the seven county area the Greater Sacramento Area Chapter of the Alzheimer's Association serves. The organization provides help line services, offers information to the public, provides support groups for care givers, and offers education, resources, referral, advocacy and support to Alzheimer's families in the service area.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: Children's Rights
Program: Public File
Date: May 13, 2001
Time: 5:30A-6:00A

Description: Free The Children is dedicated to eliminating the exploitation of children around the world, by encouraging youth to volunteer in, as well as to create programs and activities that relieve the plight of underprivileged children. The organization has two main purposes: to free children from poverty, exploitation and abuse and to give children a voice, leadership training and opportunities to take action on issues which affect them from a local to an international level. Free The Children believes that all children have the right to full intellectual, physical, emotional and social development. Included in these basic human rights are the right and the responsibility to participate in finding solutions to problems affecting them and other children around the world. Over a period of four years, Free The Children has grown into an international children's organization active in more than 20 countries. Over 100,000 children have participated in their campaigns and activities, which have included educating freed child laborers in India, distributing healthcare kits to Balkan refugees, building a rescue home for children who have been kidnaped and used as camel jockeys, beggars and drug carriers in Persian Gulf countries, assisting in negotiating a representative to Saudi Arabia to negotiate the release of enslaved children, and purchasing a bus for Preda Center, which helps children rescued from the sex trade in the Philippines.

Issue: Diabetes
Program: Public File
Date: May 20, 2001
Time: 5:00A-5:30A

Description: More than 16 million Americans suffer from diabetes and its life threatening complications. The human and economic toll of diabetes is staggeringly claiming more than 180,000 lives each year and costing our nation close to \$100 billion annually. Diabetes is the nation's 6th deadliest disease, killing more Americans than AIDS and breast cancer combined. The disease can lead to blindness, heart disease, stroke, kidney failure and amputations. The American Diabetes Association is the nation's leading health organization supporting diabetes research and public education. The mission of the organization is to prevent and cure diabetes, and to improve the lives of all people affected by diabetes. The organization funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health care professionals and the public, and advocates for scientific research and for the rights of people with diabetes. 20,000 participants nationwide will enjoy the fun and challenge of riding with the American Diabetes Association in their Tour de Cure fund raiser which raises the awareness of the importance of exercise to preventing some types of diabetes and helping to manage other type, while also raising funds to pay for programs to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: Air Pollution
Program: Public File
Date: June 3, 2001
Time: 5:00A-5:30A

Description: Since 1904, The American Lung Association (ALA) has worked to fight lung disease by helping people quit smoking, funding research, improving indoor and outdoor air quality and educating millions about asthma. California has some of the dirtiest air in the nation, putting the health of millions at risk. May was Clean Air Month, and the American Lung Association launched a major public information campaign throughout the state focused on the health effects of diesel exhaust and other air pollutants. Diesel exhaust contributes to bronchitis, asthma attacks and lung cancer. More than 4 million Californians have lung disease, which is a leading cause of death in America and is growing faster than almost any other leading killer. The American Lung Association is committed to reducing the rising death rate and fighting air pollution is one way to do that. During Clean Air Month, the ALA reminds individuals, companies and organizations that we can all make a difference in the fight against pollution.

Issue: Elderly Abuse in Nursing Homes
Program: Public File
Date: June 24, 2001
Time: 5:30A-6:00A

Description: The quality of care for residents in California's \$5.2 billion nursing home industry is among the worst in the nation. Low pay and inadequate benefits are forcing experienced care givers to leave their nursing home jobs, resulting in severe under staffing and patient neglect. A federal government analysis finds that in a single year, a total of 3,113 residents died in 971 California nursing homes from malnutrition, dehydration and other preventable conditions. In 1999, 88% of all nursing homes in the Sacramento area were cited for resident care violations that caused actual harm or had the potential to harm residents. The median staffing level in Sacramento area nursing homes was found to be 30% below the safe staffing standard of 4.13 hours per resident per day recommended by the National Citizens Coalition for Nursing Home Reform. AB1075 is a bill that would mandate adequate minimum staffing levels. It would phase in requirements for nursing homes to provide one certified nurse assistant for every 5 residents during the day, one for every 10 residents in the evening and one for every 15 overnight. In addition, the bill would make staffing levels easy to understand and enforce.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: State Park Preservation
Program: Public File
Date: April 8, 2001
Time: 5:00A-5:30A

Description: The California State Parks Foundation is a non-profit, membership organization founded in 1969 to help protect and enhance California's 266 State Parks. Since its inception, the Foundation has contributed over \$98 million in land, funds and artifacts to State Parks. For the past three years, the Foundation has undertaken a massive, statewide environmental effort to restore and improve state parks and beaches, community parks and school grounds. The Foundation's Earth Day 2001 restoration and clean-up will take place at 45 sites throughout the state including Folsom State Historic Park. The program represents the largest and most comprehensive of activities surrounding Earth Day nationally. It encourages Californians to provide hands-on volunteer assistance for community projects that make a visible difference for the environment. There is currently a half billion dollar backlog in park maintenance and improvement projects at state parks. Since 1998, 25,000 volunteers have worked with the California State Parks Foundation on improvements at 222 locations, helping parks complete long overdue repair and maintenance projects.

Issue: Public Health
Program: Public File
Date: April 8, 2001
Time: 5:30A-6:00A

Description: The Sacramento County Department of Health & Human Services delivers health, social and mental health services to the Sacramento community. They direct resources toward creative strategies and programs which prevent problems, improve well-being, and increase access to services for individuals and families. They seek to develop and maintain programs which reflect community diversity and are the most responsive and cost effective. Health issues discussed included bats and rabies, protecting children from lead, smoking related diseases, second hand smoke, sexually transmitted diseases, tuberculosis, poison prevention, proper car seat usage, immunizations, dental health, domestic violence prevention, senior health, and the recent problem of meningitis deaths at several local high schools.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)

Issue: Earth Day
Program: Public File
Date: April 15, 2001
Time: 5:30A-6:00A

Description: The Earth Day 2001 celebration at CSUS is an event full of activities and celebrations to promote environmental education, empowerment and calls to action. Earth Day is about awareness of how we live with the earth and each other. Human activities have global effects. We are changing the climate, triggering an epidemic of species extinctions, creating holes in the ozone layer, consuming beyond the world's carrying capacity and maintaining an arsenal of nuclear weapons capable of causing more destruction than multiple asteroid collisions. Awareness through Earth Day efforts have created a national environmental agenda for the United States. In 1970, for example, Earth Day generated widespread public support that led to swift enactment of the Clean Air Act, Clean Water Act, Endangered Species Act, and creation of the Environmental Protection Agency. Highlights of the Earth Day 2001 Celebration include educational booths and displays, environmentally-oriented crafts, speakers, composting demonstrations, wildlife education, organic farmers and sustainable agriculture experts.

Issue: Agriculture
Program: Public File
Date: April 29, 2001
Time: 5:00A-5:30A

Description: Agriculture continues to be the largest industry in California, providing a huge percentage of the country's produce. Issues such as water distribution, construction, environmental barriers and energy shortages, however, are making it more difficult for farmers to make any sort of profit. With the threat of rolling blackouts looming here in California, the possibility of not being able to water plants at a crucial time could ruin an entire crop. For over a decade, a battle has been waged over water rights in California, the most important agricultural state in the world. Many feel that agriculture uses too much of the state's water; farmers argue that if we wear cotton, eat produce or meat, the consumer, not the farmer is using the water. Biotechnology was also discussed. As the population grows and the amount of farmable land shrinks, biotech produce will allow farmers to grow more food on less land, use less water, use few pesticides and produce better tasting fruits and vegetables packed with more nutrients and vitamins. Another topic that was discussed was the epidemic of obese children, and the need to kids as well as adults to change their diets and eat 5 servings of fruits and vegetables a day.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)

Issue: **Solar Cooking**
Program: Public File
Date: April 29, 2001
Time: 5:30A-6:00A

Description: Since 1987, Solar Cookers International has existed in Sacramento. SCI is a non-profit organization spreading solar cooking technology to areas of the world where it is most needed. In areas where people have always cooked with wood, there is now serious deforestation and associated problems. Women must spend days searching and carrying firewood simply to cook meals. There is, however, no lack of sunshine and with CSI's help, these women and men learn to build solar cookers, a simple technology that has a profound effect on their lives and the environment. Solar cookers can be used in any location with sun and needs no electricity, gas or fire. Unlike an oven, solar cookers do not add heat to the kitchen. There is no worry about one's home burning down, and the food can be left unattended for hours without the feat of overcooking or burning. They are real ovens and will cook most anything as well as sterilize water. Locally, with California's energy shortage, solar cooking is an easy, excellent option for preparing meals without using any electricity.

Issue: **Boating Safety**
Program: Public File
Date: May 20, 2001
Time: 5:30A-6:00A

Description: National Safe Boating Week is May 19th - 25th. California ranks second nationally in the number of registered vessels. As crowded waterways lead to an increased chance of accidents, it is not surprising that California also ranks second in the number of boating accidents. The California Department of Boating & Waterways administers many programs to provide for boating safety on the state's waterways. Their current campaign encourages listeners to "Boat Smart From The Start". The guests discussed a new life jacket law, where children under the age of 12 are now required to wear a US Coast Guard approved properly fitting life jacket with riding in a boat less than 26 feet long. Safety tips that were discussed included taking a boating class and knowing the boating rules of the road, not overloading the boat, avoiding drinking alcohol while boating, checking the weather before heading, filing a "float plan", knowing where safety gear is on the boat and knowing how to use it, and keeping California's waters beautiful and clean.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)

Issue: Recreation
Program: Public File
Date: May 27, 2001
Time: 5:00A-5:30A

Description: California State Parks provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high quality outdoor recreation. The California Department of Parks & Recreation manages more than 260 park units, which contain the finest and most diverse collection of natural, cultural and recreational resources to be found within California, and the largest of any state agency in the nation. State parks units cover 1.3 million acres, including underwater preserves, reserves and parks; redwood, rhododendron and wildlife reserves; state beaches, recreation areas, wilderness areas and reservoirs; state historic parks, museums, visitor centers, cultural reserves, lighthouses, ghost towns and off-highway vehicle parks. The guests discussed a 50% fee drop at State Parks over last year's prices. The department has also passed the largest state parks bond in US history to provide for the acquisition, improvement, restoration and development of state and local parks.

Issue: Air Pollution
Program: Public File
Date: June 3, 2001
Time: 5:00A-5:30A

Description: Since 1904, The American Lung Association (ALA) has worked to fight lung disease by helping people quit smoking, funding research, improving indoor and outdoor air quality and educating millions about asthma. California has some of the dirtiest air in the nation, putting the health of millions at risk. May was Clean Air Month, and the American Lung Association launched a major public information campaign throughout the state focused on the health effects of diesel exhaust and other air pollutants. Diesel exhaust contributes to bronchitis, asthma attacks and lung cancer. More than 4 million Californians have lung disease, which is a leading cause of death in America and is growing faster than almost any other leading killer. The American Lung Association is committed to reducing the rising death rate and fighting air pollution is one way to do that. During Clean Air Month, the ALA reminds individuals, companies and organizations that we can all make a difference in the fight against pollution.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)

Issue: Conservation / Youth Employment
Program: Public File
Date: June 3, 2001
Time: 5:30A-6:00A

Description: The California Conservation Corps, or CCC, is an innovative state agency with a dual mission: the employment and development of youth and the protection and enhancement of the state's natural resources. Celebrating its 25th year, the CCC has been the model for youth corps programs on the local, state and national levels. Since its inception more than 70,000 young men and women have participated in the CCC. Special programs include oil recycling, back country trails, energy conservation programs, the weatherization programs. Along with its day-to-day conservation work, the CCC has become known as one of California's premier emergency response forces. When floods, fires, oil spills or earthquakes occur, the Corps can provide assistance within hours. As a work ethic program, the CCC focuses on the development of good work habits, including teamwork, punctuality and self discipline. For Corps members without a high school diploma, adult education and GED courses are offered. Corp members are paid minimum wage and can earn pay increases and bonuses.

ISSUES / PROGRAMS LIST

MINORITIES, WOMEN & AGING

Issue: Volunteerism
Program: Public File
Date: April 1, 2001
Time: 5:00A-5:30A

Description: For more than 50 years, the Junior League of Sacramento has established itself as an organization known for actively responding to the critical needs of the community. The Junior League of Sacramento is an organization of women committed to promoting volunteerism, developing the potential of women and to improving communities through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The group's focus area is self-esteem building and mentoring of children. Its members have answered the call time and time again with much needed funds and volunteers hours to improve the lives of people in their community. The League is made up of diverse women - professionals, homemakers and community and civic leaders - all focused on a common goal of serving the community. By training women to become active volunteers in the community, the Junior League has become an integral part of the non-profit sector.

Issue: Sexual Assault
Program: Public File
Date: April 22, 2001
Time: 5:00A-5:30A

Description: In recognition of April as Sexual Assault Awareness Month, the California Coalition Against Sexual Assault has released a first ever multi-disciplinary strategic approach to ending sexual violence in California. This year's theme, "Speak Out Against Sexual Violence" reflects the need to raise awareness about the issue and recognize that sexual assault is not just a crime against individuals, but rather a problem which has severe repercussions for families, communities and society at large. The goals of the coalition include a change in public perceptions on rape and sexual violence, promoting sexual assault prevention education, ensuring responsive, effective victim-based criminal justice practices, ensuring multi-disciplinary services to facilitate healing from sexual violence, overcoming barriers to prevention, intervention and treatment for under served populations, and involving men and boys in the prevention of rape and sexual violence.

ISSUES / PROGRAMS LIST

MINORITIES, WOMEN & AGING (Cont'd)

Issue: **Solar Cooking**
Program: Public File
Date: April 29, 2001
Time: 5:30A-6:00A

Description: Since 1987, Solar Cookers International has existed in Sacramento. SCI is a non-profit organization spreading solar cooking technology to areas of the world where it is most needed. In areas where people have always cooked with wood, there is now serious deforestation and associated problems. Women must spend days searching and carrying firewood simply to cook meals. There is, however, no lack of sunshine and with CSI's help, these women and men learn to build solar cookers, a simple technology that has a profound effect on their lives and the environment. Solar cookers can be used in any location with sun and needs no electricity, gas or fire. Unlike an oven, solar cookers do not add heat to the kitchen. There is no worry about one's home burning down, and the food can be left unattended for hours without the feat of overcooking or burning. They are real ovens and will cook most anything as well as sterilize water. Locally, with California's energy shortage, solar cooking is an easy, excellent option for preparing meals without using any electricity.

Issue: **Breast Cancer / Race For The Cure**
Program: Public File
Date: May 6, 2001
Time: 5:30A-6:00A

Description: More than 10,000 local residents are expected to participate in this year's Susan G. Komen Foundation's Sacramento Valley Affiliate's Race For The Cure. The Susan G. Komen breast cancer foundation is the nation's leading catalyst in the fight against breast cancer and has an affiliate network of more than 70,000 volunteers. Breast cancer is the most common form of cancer in women in the United States. One out of nine women will develop breast cancer in her lifetime. Both the cause and the means for its cure remain undiscovered. Its incidence increases with age, rising sharply after age 40. Breast cancer can, however, be detected at an early, treatable stage in women age 40 and older. There are more than 2 million breast cancer survivors in American today. The Susan G. Komen Foundation's mission is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

ISSUES / PROGRAMS LIST

MINORITIES, WOMEN & AGING (Cont'd)

Issue: Alzheimer's Disease
Program: Public File
Date: May 13, 2001
Time: 5:00A-5:30A

Description: Alzheimer's disease is a progressive, degenerative disease of the brain and the most common form of dementia, affecting one out of ten people at age 65 and almost one out of two people by age 85. The illness robs its victims of their memories and ultimately their lives, and also has a devastating effect on many of the family members who care for them. There are 4,000,000 people nationwide now living with this disease. 36,000 of those individuals are here in the seven county area the Greater Sacramento Area Chapter of the Alzheimer's Association serves. The organization provides help line services, offers information to the public, provides support groups for care givers, and offers education, resources, referral, advocacy and support to Alzheimer's families in the service area.

Issue: Emergency Housing
Program: Public File
Date: June 17, 2001
Time: 5:00A-5:30A

Description: The Sacramento Area Emergency Housing Center provides temporary emergency shelter, meals, transportation, health services and clothing. The length of stay is determined by need and a client's ability to function within shelter rules. Counseling and case work services are also provided along with assistance in locating permanent housing and for families needing to reestablish credit, there is a leased transitional housing program. Other services include a women's refuge for single women without housing or other resources living in Sacramento County, a family preservation program which houses homeless families who are at risk of losing or who have lost their children to foster care, and a family resource center which provides services for families at risk of involvement with Child Protective Services. Drug and alcohol counseling, recovery and living skills workshops and employment readiness training are also available.

ISSUES / PROGRAMS LIST

MINORITIES, WOMEN & AGING (Cont'd)

Issue: Elderly Abuse in Nursing Homes
Program: Public File
Date: June 24, 2001
Time: 5:30A-6:00A

Description: The quality of care for residents in California's \$5.2 billion nursing home industry is among the worst in the nation. Low pay and inadequate benefits are forcing experienced care givers to leave their nursing home jobs, resulting in severe under staffing and patient neglect. A federal government analysis finds that in a single year, a total of 3,113 residents died in 971 California nursing homes from malnutrition, dehydration and other preventable conditions. In 1999, 88% of all nursing homes in the Sacramento area were cited for resident care violations that caused actual harm or had the potential to harm residents. The median staffing level in Sacramento area nursing homes was found to be 30% below the safe staffing standard of 4.13 hours per resident per day recommended by the National Citizens Coalition for Nursing Home Reform. AB1075 is a bill that would mandate adequate minimum staffing levels. It would phase in requirements for nursing homes to provide one certified nurse assistant for every 5 residents during the day, one for every 10 residents in the evening and one for every 15 overnight. In addition, the bill would make staffing levels easy to understand and enforce.

ISSUES / PROGRAMS LIST

CRIME

Issue: **Animal Rights & Welfare**
Program: Public File
Date: April 1, 2001
Time: 5:30A-6:00A

Description: PAWS was founded in 1985 and is the only animal welfare society dedicated to the rescue of performing and exotic animals from cruel confinement and performances of pain. Among their greatest concerns are the treatment of animals in circuses, animal acts, animals in television and movies, the problem of excessive captive breeding, inadequate standards for captive wildlife and exotic animal trade. PAWS investigates reports of abused performing and exotic animals, documents the cruelty and befriends the animals. Animals are rescued through intervention and legislation. In addition, PAWS shelters rescued animals on a 30 acre sanctuary. The organization strengthens laws on animals' behalf, helping, for example, to convince the California Legislature to ban ownership of wild animals and require permits to restrict their breeding. PAWS also educates the entertainment industry, legislators and the general public in humane animal training and treatment. Through publicity, more and more actively concerned individuals are able to work together to protect and save animals.

Issue: **Sexual Assault**
Program: Public File
Date: April 22, 2001
Time: 5:00A-5:30A

Description: In recognition of April as Sexual Assault Awareness Month, the California Coalition Against Sexual Assault has released a first ever multi-disciplinary strategic approach to ending sexual violence in California. This year's theme, "Speak Out Against Sexual Violence" reflects the need to raise awareness about the issue and recognize that sexual assault is not just a crime against individuals, but rather a problem which has severe repercussions for families, communities and society at large. The goals of the coalition include a change in public perceptions on rape and sexual violence, promoting sexual assault prevention education, ensuring responsive, effective victim-based criminal justice practices, ensuring multi-disciplinary services to facilitate healing from sexual violence, overcoming barriers to prevention, intervention and treatment for under served populations, and involving men and boys in the prevention of rape and sexual violence.

ISSUES / PROGRAMS LIST

CRIME (Cont'd)

Issue: **Children's Rights**
Program: Public File
Date: May 13, 2001
Time: 5:30A-6:00A

Description: Free The Children is dedicated to eliminating the exploitation of children around the world, by encouraging youth to volunteer in, as well as to create programs and activities that relieve the plight of underprivileged children. The organization has two main purposes: to free children from poverty, exploitation and abuse and to give children a voice, leadership training and opportunities to take action on issues which affect them from a local to an international level. Free The Children believes that all children have the right to full intellectual, physical, emotional and social development. Included in these basic human rights are the right and the responsibility to participate in finding solutions to problems affecting them and other children around the world. Over a period of four years, Free The Children has grown into an international children's organization active in more than 20 countries. Over 100,000 children have participated in their campaigns and activities, which have included educating freed child laborers in India, distributing healthcare kits to Balkan refugees, building a rescue home for children who have been kidnaped and used as camel jockeys, beggars and drug carriers in Persian Gulf countries, assisting in negotiating a representative to Saudi Arabia to negotiate the release of enslaved children, and purchasing a bus for Preda Center, which helps children rescued from the sex trade in the Philippines.

Issue: **Animal Cruelty Prevention**
Program: Public File
Date: May 27, 2001
Time: 5:30A-6:00A

Description: The Sacramento SPCA was established in 1849 and is dedicated to ensuring the humane treatment of all animals in the Sacramento area, providing a safe and nurturing environment for unwanted, abandoned and mistreated pets until they can be permanently placed into loving homes. Through proactive intervention, public education and community outreach, the SPCA seeks to promote respect for all life by breaking the cycle of abuse, neglect and pet overpopulation in our communities. Programs provided include low cost spaying and neutering, animal adoption and surrender service, mobile adoption services, animal abuse/neglect investigation, 24 hour animal rescue service, lost and found services, a wildlife shelter program, a humane education speakers bureau for schools and community groups, and the "Love On Loan" senior/pet therapy visits to senior citizen rest homes. Volunteers are crucial to the various programs' success. The SPCA discourages giving pets as gifts and suggests instead a gift certificate to come and choose their own pet. An upcoming event, the 8th Annual Doggy Dash involves 1,000 participants as they walk or run with their canine companions. All proceeds benefit the Sacramento SPCA and shelter animals.

ISSUES / PROGRAMS LIST

CRIME (Cont'd)

Issue: Prison Inmate Mentoring
Program: Public File
Date: June 10, 2001
Time: 5:00A-5:30A

Description: The program recruits, trains and monitors community volunteers for supportive one-to-one visitation of prisoners who receive few or no visits and who request a friend. 95% of all inmates return to society after serving their time. If they are not rehabilitated, they go back to crime. Statistics show the highest level of repeat crime is in prisoners who are forgotten - who don't get visits or letters. Independent research show inmates who have gone through the M-2 program are more successful on parole than inmates who could not be matched. Since 1971, the purpose of M-2 has been to bring hope to incarcerated inmates who are cut off from the outside world. M-2 offers hope of change and alternatives to a life of crime while paving the way to a redeemed life. The commitment is to visit an adult at least once a month, or a youth at least twice a month for a year, to allow time for a true friendship to develop. In addition, the program helps inmates headed back to society find housing and employment.

Issue: Addiction to Gambling
Program: Public File
Date: June 10, 2001
Time: 5:30A-6:00A

Description: Gambler's Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from a gambling problem. The first Gambler Anonymous meeting was held in Los Angeles in 1957. Groups now flourish worldwide. The only requirement for membership is a desire to stop gambling. Their primary purpose is to stop gambling and to help other compulsive gamblers do the same. Compulsive gambling is an emotional problem. Compulsive gamblers find that friends have been lost and relatives have rejected them. Persons in the grip of this illness create many seemingly unsolvable problems. Compulsive gamblers have been known to turn to crime to get money for gambling. Financial problems are created but they often find themselves facing marital, employment and legal problems. Attending Gamblers Anonymous meetings helps an individual determine whether or not he or she is a compulsive gambler. Members follow a simple suggested plan of recovery, with each one encouraged to interpret and apply it for his or her own best progress. Countless thousands of lives have been saved through the Gamblers Anonymous program of rehabilitation.

ISSUES / PROGRAMS LIST

CRIME (Cont'd)

Issue: Elderly Abuse in Nursing Homes
Program: Public File
Date: June 24, 2001
Time: 5:30A-6:00A

Description: The quality of care for residents in California's \$5.2 billion nursing home industry is among the worst in the nation. Low pay and inadequate benefits are forcing experienced care givers to leave their nursing home jobs, resulting in severe under staffing and patient neglect. A federal government analysis finds that in a single year, a total of 3,113 residents died in 971 California nursing homes from malnutrition, dehydration and other preventable conditions. In 1999, 88% of all nursing homes in the Sacramento area were cited for resident care violations that caused actual harm or had the potential to harm residents. The median staffing level in Sacramento area nursing homes was found to be 30% below the safe staffing standard of 4.13 hours per resident per day recommended by the National Citizens Coalition for Nursing Home Reform. AB1075 is a bill that would mandate adequate minimum staffing levels. It would phase in requirements for nursing homes to provide one certified nurse assistant for every 5 residents during the day, one for every 10 residents in the evening and one for every 15 overnight. In addition, the bill would make staffing levels easy to understand and enforce.

ISSUES / PROGRAMS LIST

DRUG ABUSE

Issue: **Emergency Housing**
Program: Public File
Date: June 17, 2001
Time: 5:00A-5:30A

Description: The Sacramento Area Emergency Housing Center provides temporary emergency shelter, meals, transportation, health services and clothing. The length of stay is determined by need and a client's ability to function within shelter rules. Counseling and case work services are also provided along with assistance in locating permanent housing and for families needing to reestablish credit, there is a leased transitional housing program. Other services include a women's refuge for single women without housing or other resources living in Sacramento County, a family preservation program which houses homeless families who are at risk of losing or who have lost their children to foster care, and a family resource center which provides services for families at risk of involvement with Child Protective Services. Drug and alcohol counseling, recovery and living skills workshops and employment readiness training are also available.

ISSUES / PROGRAMS LIST

HOUSING

Issue: Children's Rights
Program: Public File
Date: May 13, 2001
Time: 5:30A-6:00A

Description: Free The Children is dedicated to eliminating the exploitation of children around the world, by encouraging youth to volunteer in, as well as to create programs and activities that relieve the plight of underprivileged children. The organization has two main purposes: to free children from poverty, exploitation and abuse and to give children a voice, leadership training and opportunities to take action on issues which affect them from a local to an international level. Free The Children believes that all children have the right to full intellectual, physical, emotional and social development. Included in these basic human rights are the right and the responsibility to participate in finding solutions to problems affecting them and other children around the world. Over a period of four years, Free The Children has grown into an international children's organization active in more than 20 countries. Over 100,000 children have participated in their campaigns and activities, which have included educating freed child laborers in India, distributing healthcare kits to Balkan refugees, building a rescue home for children who have been kidnaped and used as camel jockeys, beggars and drug carriers in Persian Gulf countries, assisting in negotiating a representative to Saudi Arabia to negotiate the release of enslaved children, and purchasing a bus for Preda Center, which helps children rescued from the sex trade in the Philippines.

Issue: Prison Inmate Mentoring
Program: Public File
Date: June 10, 2001
Time: 5:00A-5:30A

Description: The program recruits, trains and monitors community volunteers for supportive one-to-one visitation of prisoners who receive few or no visits and who request a friend. 95% of all inmates return to society after serving their time. If they are not rehabilitated, they go back to crime. Statistics show the highest level of repeat crime is in prisoners who are forgotten - who don't get visits or letters. Independent research show inmates who have gone through the M-2 program are more successful on parole than inmates who could not be matched. Since 1971, the purpose of M-2 has been to bring hope to incarcerated inmates who are cut off from the outside world. M-2 offers hope of change and alternatives to a life of crime while paving the way to a redeemed life. The commitment is to visit an adult at least once a month, or a youth at least twice a month for a year, to allow time for a true friendship to develop. In addition, the program helps inmates headed back to society find housing and employment.

ISSUES / PROGRAMS LIST

HOUSING (Cont'd)

Issue: **Emergency Housing**
Program: Public File
Date: June 17, 2001
Time: 5:00A-5:30A

Description: The Sacramento Area Emergency Housing Center provides temporary emergency shelter, meals, transportation, health services and clothing. The length of stay is determined by need and a client's ability to function within shelter rules. Counseling and case work services are also provided along with assistance in locating permanent housing and for families needing to reestablish credit, there is a leased transitional housing program. Other services include a women's refuge for single women without housing or other resources living in Sacramento County, a family preservation program which houses homeless families who are at risk of losing or who have lost their children to foster care, and a family resource center which provides services for families at risk of involvement with Child Protective Services. Drug and alcohol counseling, recovery and living skills workshops and employment readiness training are also available.

Issue: **Gifted Money For Home Down Payment**
Program: Public File
Date: June 17, 2001
Time: 5:30A-6:00A

Description: The Nehemiah Program is committed to rebuilding communities from the inside out. It is the largest privately funded down payment assistance program in the country, helping thousands across the country realize the dream of home ownership. Since 1997, the program has assisted over 81,000 home buyers to become homeowners nationwide. The Nehemiah Program provides a gift of 1% to 6% of the contract sales price towards down payment and closing costs on your new home. This money is a gift, and never has to be repaid. Nehemiah has gifted over \$274 million in gift funds across the country and in thousands of cities. Other programs developed to help strengthen neighborhoods and communities throughout Sacramento include Nehemiah Scholarships for economically disadvantaged high school seniors, 200 apartments in the Meadowview area as part of a local revitalization project, a \$12 million contribution toward the construction of a local church, the Nehemiah Urban Land Trust, a Habitat for Humanity partnership to build a duplex for two families, and the purchase of a 52 acre cannery capable of providing up to \$1,440 homes and various offices to support the housing.

ISSUES / PROGRAMS LIST

HOUSING (Cont'd)

Issue: Elderly Abuse in Nursing Homes
Program: Public File
Date: June 24, 2001
Time: 5:30A-6:00A

Description: The quality of care for residents in California's \$5.2 billion nursing home industry is among the worst in the nation. Low pay and inadequate benefits are forcing experienced care givers to leave their nursing home jobs, resulting in severe under staffing and patient neglect. A federal government analysis finds that in a single year, a total of 3,113 residents died in 971 California nursing homes from malnutrition, dehydration and other preventable conditions. In 1999, 88% of all nursing homes in the Sacramento area were cited for resident care violations that caused actual harm or had the potential to harm residents. The median staffing level in Sacramento area nursing homes was found to be 30% below the safe staffing standard of 4.13 hours per resident per day recommended by the National Citizens Coalition for Nursing Home Reform. AB1075 is a bill that would mandate adequate minimum staffing levels. It would phase in requirements for nursing homes to provide one certified nurse assistant for every 5 residents during the day, one for every 10 residents in the evening and one for every 15 overnight. In addition, the bill would make staffing levels easy to understand and enforce.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY

Issue: **Volunteerism**
Program: Public File
Date: April 1, 2001
Time: 5:00A-5:30A

Description: For more than 50 years, the Junior League of Sacramento has established itself as an organization known for actively responding to the critical needs of the community. The Junior League of Sacramento is an organization of women committed to promoting volunteerism, developing the potential of women and to improving communities through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The group's focus area is self-esteem building and mentoring of children. Its members have answered the call time and time again with much needed funds and volunteers hours to improve the lives of people in their community. The League is made up of diverse women - professionals, homemakers and community and civic leaders - all focused on a common goal of serving the community. By training women to become active volunteers in the community, the Junior League has become an integral part of the non-profit sector.

Issue: **Scottish Games**
Program: Public File
Date: April 15, 2001
Time: 5:00A-5:30A

Description: The 125th anniversary Sacramento Valley Scottish Games & Gathering features the finest in traditional Scottish competitions, including piping, drumming, athletics, and Highland dance. This long standing cultural event celebrates and shares a rich and historic heritage in a manner that is both entertaining and educational, offering a unique opportunity to share traditions and activities from another part of the world. The games are put on by the Caledonian Club of Sacramento, a non-profit organization formed to preserve Scottish heritage. Club membership is open to anyone of Scottish birth or descent, their kin, and to any person interested in the rich and historic traditions of Scotland. Scots have had a long and proud tradition in Northern California. The Caledonian Club of Sacramento was organized in 1876 and was the second Scottish Club established in California. They seek to bring together people of Scottish descent, practice and preserve Scottish traditions, perform local charitable works, and educate the public about Scottish traditions and heritage.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: Immunizations
Program: Public File
Date: April 22, 2001
Time: 5:30A-6:00A

Description: "Don't Wait To Vaccinate" is the theme of the first of two four-county regional shot drives happening in El Dorado, Placer, Sacramento, and Yolo counties. Children 0-18 years of age can receive free or low-cost shots at clinics in the four counties. From 1996 to 2000, the campaign has resulted in a 16% increase in immunizations given to children in the area. The goal of this public awareness campaign is to increase the immunization rate among infants and toddlers by educating parents about the importance of childhood vaccinations. According to the California Department of Health & Human Services, over 30% of the valley's 2 year old toddlers were not fully immunized in 1999. Children are needlessly suffering from vaccine preventable disease because of this low immunization rate. Immunization prevents 12 serious infections that can cause disease, disability and death.

Issue: Agriculture
Program: Public File
Date: April 29, 2001
Time: 5:00A-5:30A

Description: Agriculture continues to be the largest industry in California, providing a huge percentage of the country's produce. Issues such as water distribution, construction, environmental barriers and energy shortages, however, are making it more difficult for farmers to make any sort of profit. With the threat of rolling blackouts looming here in California, the possibility of not being able to water plants at a crucial time could ruin an entire crop. For over a decade, a battle has been waged over water rights in California, the most important agricultural state in the world. Many feel that agriculture uses too much of the state's water; farmers argue that if we wear cotton, eat produce or meat, the consumer, not the farmer is using the water. Biotechnology was also discussed. As the population grows and the amount of farmable land shrinks, biotech produce will allow farmers to grow more food on less land, use less water, use few pesticides and produce better tasting fruits and vegetables packed with more nutrients and vitamins. Another topic that was discussed was the epidemic of obese children, and the need to kids as well as adults to change their diets and eat 5 servings of fruits and vegetables a day.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: Children's Rights
Program: Public File
Date: May 13, 2001
Time: 5:30A-6:00A

Description: Free The Children is dedicated to eliminating the exploitation of children around the world, by encouraging youth to volunteer in, as well as to create programs and activities that relieve the plight of underprivileged children. The organization has two main purposes: to free children from poverty, exploitation and abuse and to give children a voice, leadership training and opportunities to take action on issues which affect them from a local to an international level. Free The Children believes that all children have the right to full intellectual, physical, emotional and social development. Included in these basic human rights are the right and the responsibility to participate in finding solutions to problems affecting them and other children around the world. Over a period of four years, Free The Children has grown into an international children's organization active in more than 20 countries. Over 100,000 children have participated in their campaigns and activities, which have included educating freed child laborers in India, distributing healthcare kits to Balkan refugees, building a rescue home for children who have been kidnaped and used as camel jockeys, beggars and drug carriers in Persian Gulf countries, assisting in negotiating a representative to Saudi Arabia to negotiate the release of enslaved children, and purchasing a bus for Preda Center, which helps children rescued from the sex trade in the Philippines.

Issue: Conservation / Youth Employment
Program: Public File
Date: June 3, 2001
Time: 5:30A-6:00A

Description: The California Conservation Corps, or CCC, is an innovative state agency with a dual mission: the employment and development of youth and the protection and enhancement of the state's natural resources. Celebrating its 25th year, the CCC has been the model for youth corps programs on the local, state and national levels. Since its inception more than 70,000 young men and women have participated in the CCC. Special programs include oil recycling, back country trails, energy conservation programs, the weatherization programs. Along with its day-to-day conservation work, the CCC has become known as one of California's premier emergency response forces. When floods, fires, oil spills or earthquakes occur, the Corps can provide assistance within hours. As a work ethic program, the CCC focuses on the development of good work habits, including teamwork, punctuality and self discipline. For Corps members without a high school diploma, adult education and GED courses are offered. Corp members are paid minimum wage and can earn pay increases and bonuses.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: Prison Inmate Mentoring
Program: Public File
Date: June 10, 2001
Time: 5:00A-5:30A

Description: The program recruits, trains and monitors community volunteers for supportive one-to-one visitation of prisoners who receive few or no visits and who request a friend. 95% of all inmates return to society after serving their time. If they are not rehabilitated, they go back to crime. Statistics show the highest level of repeat crime is in prisoners who are forgotten - who don't get visits or letters. Independent research show inmates who have gone through the M-2 program are more successful on parole than inmates who could not be matched. Since 1971, the purpose of M-2 has been to bring hope to incarcerated inmates who are cut off from the outside world. M-2 offers hope of change and alternatives to a life of crime while paving the way to a redeemed life. The commitment is to visit an adult at least once a month, or a youth at least twice a month for a year, to allow time for a true friendship to develop. In addition, the program helps inmates headed back to society find housing and employment.

Issue: Emergency Housing
Program: Public File
Date: June 17, 2001
Time: 5:00A-5:30A

Description: The Sacramento Area Emergency Housing Center provides temporary emergency shelter, meals, transportation, health services and clothing. The length of stay is determined by need and a client's ability to function within shelter rules. Counseling and case work services are also provided along with assistance in locating permanent housing and for families needing to reestablish credit, there is a leased transitional housing program. Other services include a women's refuge for single women without housing or other resources living in Sacramento County, a family preservation program which houses homeless families who are at risk of losing or who have lost their children to foster care, and a family resource center which provides services for families at risk of involvement with Child Protective Services. Drug and alcohol counseling, recovery and living skills workshops and employment readiness training are also available.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: California History
Program: Public File
Date: June 24, 2001
Time: 5:00A-5:30A

Description: The Old Sierra Pioneer Camp re-enacts the pioneer days of the 1850's on 80 acres of land in the Wheatland area. Classes of children, usually around the age of 10 or 11, are immersed in California history, dressing and living, eating and working as the pioneers did 150 years ago. The guests believe that children not only learn about how settlers came to California and about the hardships they endured, but also about how children behaved in the 1850's. The respect shown to elders through words and action are absent in this day and age, but children at pioneer camp are required to speak and act respectfully to adults and to their peers. Along with school children, the camp has also been host to at-risk groups of children some of whom for the first time are required to speak respectfully to adults if they wish to participate in the program. Children spend up to a week living 150 years in the past.

THE PARENT'S JOURNAL

KDND-FM
Sundays, 6:00A-7:00A

PARENT'S JOURNAL

Host: Bobbi Conner

A weekly national radio series for parents, grandparents, and others who care for and about children. This is not a program that dispenses "quick fix" solutions on child rearing, but rather a program that is designed to help parents understand how children develop intellectually, socially, emotionally, and physically. Nationally acclaimed guests discuss a variety of contemporary parenting issues such as kids sports, discipline, childcare, sleep problems, temper tantrums, and homework hassles.

PUBLIC FILE
ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. ***EDUCATION***, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. ***ECONOMY***, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. ***HEALTH***, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
4. ***ENVIRONMENT, ENERGY AND TRANSPORTATION***, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
5. ***YOUTH/FAMILY***, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

ISSUES / PROGRAMS LIST

EDUCATION

Issue: **Choosing A Summer Camp**
Program: The Parent's Journal
Date: April 8, 2001
Time: 6:00A-7:00A

Guest: Jeff Solomon, Executive Director of the National Camp Association, an independent, professional organization providing the public with personalized guidance and referrals to sleep-away camps for youth.

Issue: **Best in Children's Books**
Program: The Parent's Journal
Date: April 8, 2001
Time: 6:00A-7:00A

Guest: Khafre Abif, Manager of Children's Services for the Brooklyn Public Library.

Issue: **How Children Learn**
Program: The Parent's Journal
Date: April 15, 2001
Time: 6:00A-7:00A

Guest: Dr. Mel Levine, a Professor of Pediatrics at the University of North Carolina Medical School in Chapel Hill, and the Director of the University's Clinical Center for the Study of Development and Learning. Dr. Levine is also the founder of All Kinds of Minds, a non-profit institute for the study of differences in learning.

Issue: **Helping Elementary Children Do Homework Independently**
Program: The Parent's Journal
Date: April 15, 2001
Time: 6:00A-7:00A

Guest: Mary Leonhardt, an English teacher in Concord, Massachusetts and the author of *99 Ways To Get Your Kids To Do Their Homework (And Not Hate It)*.

Issue: **The Computer Age & Children**
Program: The Parent's Journal
Date: April 22, 2001
Time: 6:00A-7:00A

Guest: Dr. Marilyn Benoit, President-elect of the American Academy of Child & Adolescent Psychiatry.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **Discovering Your Child's Talents & Interests**
Program: The Parent's Journal
Date: May 6, 2001
Time: 6:00A-7:00A

Guest: Dr. Thomas Armstrong, an award winning author and speaker with 25 years of teaching experience from the primary through the doctoral level. He is the author of eight books including *Awakening Your Child's Natural Genius*.

Issue: **Encouraging Toddler / Preschool Development**
Program: The Parent's Journal
Date: May 6, 2001
Time: 6:00A-7:00A

Guest: Jolene Roehlkepartain, a parent educator, speaker of family and children's issues and author of *What Young Children Need To Succeed*.

Issue: **Music Lessons**
Program: The Parent's Journal
Date: May 13, 2001
Time: 6:00A-7:00A

Guest: Amy Nathan, author of *The Kids' Allowance Book*, *Surviving Homework* and *The Young Musician's Survival Guide*.

Issue: **Your Child's Individuality**
Program: The Parent's Journal
Date: May 20, 2001
Time: 6:00A-7:00A

Guest: Karen Gedig Burnett. She has worked with children as an elementary school counselor for over twenty years and the author of *Katie's Rose: A Tale of Two Late Bloomers*.

Issue: **Teaching Children the Joy of Learning**
Program: The Parent's Journal
Date: June 24, 2001
Time: 6:00A-7:00A

Guest: Dr. Debrah Stipek, dean of the School of Education at Stanford University and the former director of UCLA's Corinne A. Seeds University Elementary School, a laboratory for innovation in motivation. She is the co-author of *Motivated Minds: Raising Children To Love Learning*.

ISSUES / PROGRAMS LIST

ECONOMY

Issue: **Working At Home**
Program: The Parent's Journal
Date: May 13, 2001
Time: 6:00A-7:00A

Guest: Lesley Spencer, founder of Home-Based Working Moms (HBWM.com), an on-line community and professional association which supports home employment & home business to allow parents to spend more time with their children.

Issue: **Part Time vs Full Time Work For Parents**
Program: The Parent's Journal
Date: June 17, 2001
Time: 6:00A-7:00A

Guest: Denise Topolnicki, a former writer and editor for Money magazine who discovered that she could work part-time and be at home with her children - while not breaking her family's budget. She is the author of *How To Raise A Family On Less Than Two Incomes*.

ISSUES / PROGRAMS LIST

HEALTH

Issue: The Importance of Infant Hearing Screenings
Program: The Parent's Journal
Date: April 1, 2001
Time: 6:00A-7:00A

Guest: Elizabeth Foster, Campaign Director for the National Campaign for Hearing Health, sponsored by the Deafness Research Foundation.

Issue: Caring for Multiples
Program: The Parent's Journal
Date: May 6, 2001
Time: 6:00A-7:00A

Guest: Maureen Doolanboyle, mother of triplets and spokesperson of M.O.S.T. - Mother's of Supertwins - and international non-profit support network of families with triplets and more.

Issue: Parenting Your Special Needs Child
Program: The Parent's Journal
Date: May 13, 2001
Time: 6:00A-7:00A

Guest: Judith Loseff Lavin, mother of a daughter born with a cleft lip and palate and author of *Special Kids Need Special Parents*.

Issue: Sleep In The Early Years
Program: The Parent's Journal
Date: June 3, 2001
Time: 6:00A-7:00A

Guest: Dr. Jodi Mindell, a child psychologist and Professor of Psychology at St. Joseph's University. She is the author of *Sleeping Through The Night: How Infants, Toddlers, and Their Parents Can Get A Good Night's Sleep*.

Issue: Your Premature Baby
Program: The Parent's Journal
Date: June 3, 2001
Time: 6:00A-7:00A

Guest: Susan Madden, mother of a child born 12 weeks premature and a writer on health and healthcare policy for more than 15 years. She is the author of *The Preemie Parents' Companion*.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: Children & Nature
Program: The Parent's Journal
Date: May 27, 2001
Time: 6:00A-7:00A

Guest: Adrienne Olmstead, a naturalist and environmental educator. She is the author of the children's activity book *My Nature Journal*.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY

Issue: **Hyper-Parenting**
Program: The Parent's Journal
Date: April 1, 2001
Time: 6:00A-7:00A

Guest: Dr. Alvin Rosenfeld, a Psychiatrist in New York City & Greenwich, Connecticut. He is the co-author of *The Overscheduled Child: Avoiding the Hyper-Parenting Trap*.

Issue: **Parent's Notes**
Program: The Parent's Journal
Date: April 1, 2001 - June 24, 2001
Time: 6:00A-7:00A

Guest: Parent's offer parenting techniques that have worked for them.

Issue: **Children & Divorce**
Program: The Parent's Journal
Date: April 1, 2001
Time: 6:00A-7:00A

Guest: Dr. Marsha Kline Pruett, a Research Scientist at the Yale School of Medicine in the Department of Psychiatry and the Yale Child Study Center. She is the co-author of *Your Divorce Advisor*.

Issue: **The Importance of Infant Hearing Screenings**
Program: The Parent's Journal
Date: April 1, 2001
Time: 6:00A-7:00A

Guest: Elizabeth Foster, Campaign Director for the National Campaign for Hearing Health, sponsored by the Deafness Research Foundation.

Issue: **Choosing A Summer Camp**
Program: The Parent's Journal
Date: April 8, 2001
Time: 6:00A-7:00A

Guest: Jeff Solomon, Executive Director of the National Camp Association, an independent, professional organization providing the public with personalized guidance and referrals to sleep-away camps for youth.

Issue: **Raising Successful Teens**
Program: The Parent's Journal
Date: April 8, 2001
Time: 6:00A-7:00A

Guest: Stedman Graham, CEO of Stedman Graham & Partners and co-author of *Teens Can Make It Happen: Nine Steps to Success*.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: **Best in Children's Books**
Program: The Parent's Journal
Date: April 8, 2001
Time: 6:00A-7:00A

Guest: Khafre Abif, Manager of Children's Services for the Brooklyn Public Library.

Issue: **Successful Discipline**
Program: The Parent's Journal
Date: April 15, 2001
Time: 6:00A-7:00A

Guest: Marilyn Gootman, an educational consultant and author of *The Loving Parents' Guide to Discipline*.

Issue: **Helping Elementary Children Do Homework Independently**
Program: The Parent's Journal
Date: April 15, 2001
Time: 6:00A-7:00A

Guest: Mary Leonhardt, an English teacher in Concord, Massachusetts and the author of *99 Ways To Get Your Kids To Do Their Homework (And Not Hate It)*.

Issue: **The Sibling Bond**
Program: The Parent's Journal
Date: April 22, 2001
Time: 6:00A-7:00A

Guest: Dr. Darlene Powell Hopson, a clinical psychologist and the co-author of *Team-Spirited Parenting: 8 Essential Principles for Parenting Success*.

Issue: **Resilience in Children & Teens**
Program: The Parent's Journal
Date: April 22, 2001
Time: 6:00A-7:00A

Guest: Judith Chandler, Director of Lifelong Learning at Furman University in South Carolina.

Issue: **Shared Parenting**
Program: The Parent's Journal
Date: April 29, 2001
Time: 6:00A-7:00A

Guest: Dr. Francine Deutsch, a Professor of Psychology at Mt. Holyoke College and author of *Having It All: How Equally Shared Parenting Works*.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: Helping Children Overcome Fears & Shyness

Program: The Parent's Journal

Date: April 29, 2001

Time: 6:00A-7:00A

Guest: Dr. Lawrence Shapiro, child psychologist and author of *An Ounce of Prevention: How Parents Can Stop Childhood Behavioral & Emotional Problems Before They Start*.

Issue: Encouraging Young Children To Dress Themselves

Program: The Parent's Journal

Date: April 29, 2001

Time: 6:00A-7:00A

Guest: Dr. Ken West, a professor and Director of the Center for Family Education at Lynchburg College in Virginia. He is the author of *Parenting Without Guilt* and *The Selby's Need Help: A Choose Your Own Solution Guidebook for Parents*.

Issue: Discovering Your Child's Talents & Interests

Program: The Parent's Journal

Date: May 6, 2001

Time: 6:00A-7:00A

Guest: Dr. Thomas Armstrong, an award winning author and speaker with 25 years of teaching experience from the primary through the doctoral level. He is the author of eight books including *Awakening Your Child's Natural Genius*.

Issue: Caring for Multiples

Program: The Parent's Journal

Date: May 6, 2001

Time: 6:00A-7:00A

Guest: Maureen Doolanboyle, mother of triplets and spokesperson of M.O.S.T. - Mother's of Supertwins - and international non-profit support network of families with triplets and more.

Issue: Working At Home

Program: The Parent's Journal

Date: May 13, 2001

Time: 6:00A-7:00A

Guest: Lesley Spencer, founder of Home-Based Working Moms (HBWM.com), an on-line community and professional association which supports home employment & home business to allow parents to spend more time with their children.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: Parenting Your Special Needs Child

Program: The Parent's Journal

Date: May 13, 2001

Time: 6:00A-7:00A

Guest: Judith Loseff Lavin, mother of a daughter born with a cleft lip and palate and author of *Special Kids Need Special Parents*.

Issue: Music Lessons

Program: The Parent's Journal

Date: May 13, 2001

Time: 6:00A-7:00A

Guest: Amy Nathan, author of *The Kids' Allowance Book*, *Surviving Homework* and *The Young Musician's Survival Guide*.

Issue: Bonding With Your Stepchild

Program: The Parent's Journal

Date: May 20, 2001

Time: 6:00A-7:00A

Guest: Susan Ziegahn, a clinical psychologist and writer specializing in stepfamily issues. She is the stepmother of two children and the author of *7 Steps To Bonding With Your Stepchild*.

Issue: Playing With Your Child

Program: The Parent's Journal

Date: May 20, 2001

Time: 6:00A-7:00A

Guest: Dr. Lawrence Cohen, a Psychologist specializing in children's play and parenting, columnist for The Boston Globe and the author of *Playful Parenting*.

Issue: Your Child's Individuality

Program: The Parent's Journal

Date: May 20, 2001

Time: 6:00A-7:00A

Guest: Karen Gedig Burnett. She has worked with children as an elementary school counselor for over twenty years and the author of *Katie's Rose: A Tale of Two Late Bloomers*.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: **The Motherhood Mindset**
Program: The Parent's Journal
Date: May 27, 2001
Time: 6:00A-7:00A

Guest: Dr. Daniel Stern, Professor of Psychology at the University of Geneva-Switzerland and adjunct professor of psychiatry at Cornell University Medical Center - New York Hospital. He is the author of *The Birth of a Mother: How the Motherhood Experience Changes You Forever*.

Issue: **Creating Family Rituals**
Program: The Parent's Journal
Date: May 27, 2001
Time: 6:00A-7:00A

Guest: Meg Cox, writer, lecturer and former staff reporter for the Wall Street Journal for 17 years. She currently writes an internet column called Meg Cox on Rituals on momsonline.com. She is the author of *The Heart of a Family: Searching America for New Traditions that Fulfill Us*.

Issue: **Children & Nature**
Program: The Parent's Journal
Date: May 27, 2001
Time: 6:00A-7:00A

Guest: Adrienne Olmstead, a naturalist and environmental educator. She is the author of the children's activity book *My Nature Journal*.

Issue: **Sleep In The Early Years**
Program: The Parent's Journal
Date: June 3, 2001
Time: 6:00A-7:00A

Guest: Dr. Jodi Mindell, a child psychologist and Professor of Psychology at St. Joseph's University. She is the author of *Sleeping Through The Night: How Infants, Toddlers, and Their Parents Can Get A Good Night's Sleep*.

Issue: **Families Crafting Together**
Program: The Parent's Journal
Date: June 3, 2001
Time: 6:00A-7:00A

Guest: Carol Scheffler, Arts & Crafts Contributor to NBC's Today Show and has served as Arts & Crafts Editor of Parent's Magazine. She is the author of *Family Crafting*.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: Teaching Children to Help Others
Program: The Parent's Journal
Date: June 10, 2001
Time: 6:00A-7:00A

Guest: Susan Crites Price, author of *The Giving Family: Raising Our Children To Help Others*.

Issue: Dad's Role During Pregnancy
Program: The Parent's Journal
Date: June 10, 2001
Time: 6:00A-7:00A

Guest: Armin Brott, is a contributing writer to BabyTalk magazine and author of *The Expectant Father*.

Issue: Talking To Young Children About The New Babysitter
Program: The Parent's Journal
Date: June 10, 2001
Time: 6:00A-7:00A

Guest: Heidi Murkoff, is the co-author of *What To Expect When You're Expecting*, and the author of *What to Expect Kids* series of books for children.

Issue: The Adopted Child
Program: The Parent's Journal
Date: June 17, 2001
Time: 6:00A-7:00A

Guest: Dr. Marlou Russell, a psychologist who works with adoptees, birth parents and adoptive families. She is the author of *Adoption Wisdom: A Guide to the Issues and Feelings of Adoption*.

Issue: Becoming an Involved Father
Program: The Parent's Journal
Date: June 17, 2001
Time: 6:00A-7:00A

Guest: Dr. Bruce Linton, licensed Marriage & Family Therapist and the author of *Finding Time for Fatherhood*.

Issue: Part Time vs Full Time Work For Parents
Program: The Parent's Journal
Date: June 17, 2001
Time: 6:00A-7:00A

Guest: Denise Topolnicki, a former writer and editor for Money magazine who discovered that she could work part-time and be at home with her children - while not breaking her family's budget. She is the author of *How To Raise A Family On Less Than Two Incomes*.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: **Raising A Toddler**
Program: The Parent's Journal
Date: June 24, 2001
Time: 6:00A-7:00A

Guest: Dr. Alicia Lieberman, Professor of Psychology and Director of the Child Trauma Research Program at San Francisco General Hospital. She is the author of *The Emotional Life of the Toddler*.

Issue: **Teaching Children the Joy of Learning**
Program: The Parent's Journal
Date: June 24, 2001
Time: 6:00A-7:00A

Guest: Dr. Debrah Stipek, dean of the School of Education at Stanford University and the former director of UCLA's Corinne A. Seeds University Elementary School, a laboratory for innovation in motivation. She is the co-author of *Motivated Minds: Raising Children To Love Learning*.

Issue: **Running Errands With Your Baby or Toddler**
Program: The Parent's Journal
Date: June 24, 2001
Time: 6:00A-7:00A

Guest: Sheryl Gurrentz, is the author of *The Guilt Free Guide To Your New Life As A Mom*.

PUBLIC SERVICE ANNOUNCEMENTS

KSEG, KSSJ, KRXQ and KDND rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
The Arthritis Foundation	3	4	3	4
Shriner's Hospital	4	3	4	3
Sacramento Food Bank	4	4	6	7
Sacramento Black Chamber of Commerce	5	4	4	6
American Diabetes Association	4	5	5	4
Salvation Army	5	6	4	5
Summer Food Service Program	5	5	5	5
California Youth Crisis Line	4	4	6	7
Midtown Mural Project	7	6	5	6
Roseville Historical Society	6	7	4	3
Gamblers Anonymous	3	6	4	4
Sacramento Zoo	4	5	7	5
YMCA	5	4	6	6
UC Davis Medical Center	6	5	4	6
Sacramento SPCA	6	4	5	5
Alzheimer's Association	5	4	4	3
Sacramento Theater Company	3	6	4	6
Conservation Corps.	4	5	6	5
Cystic Fibrosis Foundation	5	4	5	4
Stanford Settlement	6	5	4	5
City of Hope	4	6	5	6
Wellspring Women's Center	4	4	6	4
Rancho Cordova Kiwanis	5	5	3	4
Sacramento WIND Youth Center	5	5	6	5
WEAVE	6	4	5	4
Sacramento Fencing Club	7	7	4	5
Crocker Art Museum	6	6	3	6
The Effort	4	3	6	7
Discovery Museum	4	4	7	6
Sexual Assault & Domestic Violence Center	5	5	4	4
Lupus Foundation of America	6	6	6	4
Leukemia & Lymphoma Society	5	6	6	5
Susan G. Komen Breast Cancer Foundation	4	5	5	6
Children's Receiving Home of Sacramento	4	3	4	5
Youth Guidance Connection	7	6	6	4
American Red Cross	4	5	7	4

OTHER PUBLIC AFFAIRS EVENTS / ACTIVITY

Career Fairs - KDND attended career fairs for the following: Roseville High School, River City High School, Willma E. Cavitt Jr. High School.

Placer Children's Receiving Home - KDND donated \$200 in CD's to the Placer County Receiving Home for donation to the kids of their program.

People Reaching Out - KDND raised over \$5,000 for People Reaching Out Foundation in the Annual Pennies For Peace.

Tours - Entercom / Sacramento staff regularly hosts tours through our facility. Groups include the Boy and Girl Scouts, Special Education classes, Elementary School classes, media students, foreign exchange students and senior citizen groups.

Public Service Announcements - Entercom / Sacramento regularly donates their studio facilities, time, talent and production personnel to produce public service announcements for non-profit organizations for use throughout the Sacramento market.